

# Georgia

## Registered Voter Survey

November 9, 2017

# Project Components

- New Orleans Brainstorming Workshop
- Two “QualBoard” online discussion groups
- Online nationwide survey (n=1004 registered voters)
- Surveys in 12 targeted states (n=~300 registered voters)
- In-depth qualitative online discussions in 12 targeted states (n=40 total)

# Georgia Survey Methodology

- Online survey fielded July 3 – July 21, 2017
- Georgia Census-representative sample of registered voters 18+
  - n=299 completes
- This report shows the Georgia results compared to the nationwide data and the highest and lowest results from the 12 states.

# Georgia Survey Findings

**Question wording:** Below is a list of challenges that public schools may be facing in your community. Please select the two challenges that **CONCERN YOU THE MOST**.

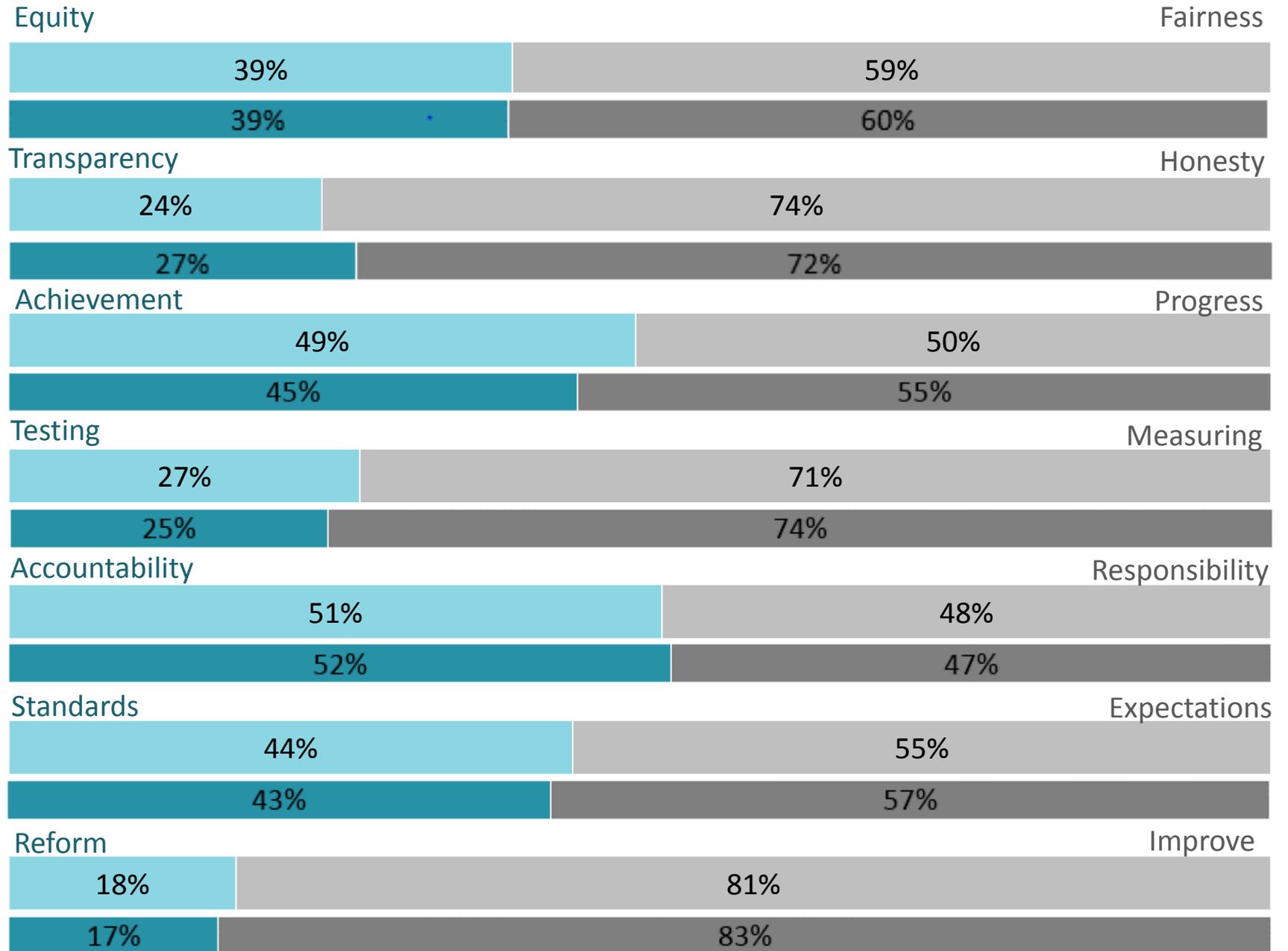
# Challenges Facing Public Schools in the Community

Concern you <b>THE MOST</b>	Nationwide	<b>Georgia</b>	HIGH	LOW
Not enough funding or resources	45%	<b>33%</b>	58% (IL)	33% (GA)
Low expectations for students	32%	<b>35%</b>	36% (AL)	27% (CA)
Unqualified teachers and administrators	28%	<b>33%</b>	45% (AZ)	24% (OH)
Overcrowded classrooms	25%	<b>25%</b>	38% (CA)	18% (AL)
Too much testing	23%	<b>25%</b>	29% (OH)	15% (AZ, CA, & IL)
Fear of bullying	18%	<b>17%</b>	24% (OH)	8% (AZ)
Low-quality classroom materials	17%	<b>16%</b>	18% (CA, NH, & OH)	8% (AZ)

**Question wording:** For each of the following pairs of values please choose the one that you consider the more important value in public education.

Georgia  
National

# Language Preferences



**Question wording:** For each of the following pairs of values please choose the one that you consider the more important value in public education.

Achieve used Google Surveys to extend some of these findings and seek out more insight from public opinion, using the same question but different word options.  
(Note: this is a national sample, not just Georgia voters)

Reform (**43.1%**) vs. Transform (**56.9%**)

Improve (**69.1%**) vs. Transform (**30.9%**)

To recap: Improve > Transform > Reform

## Language Preferences (Google Surveys)

# M3 Message Testing Explained

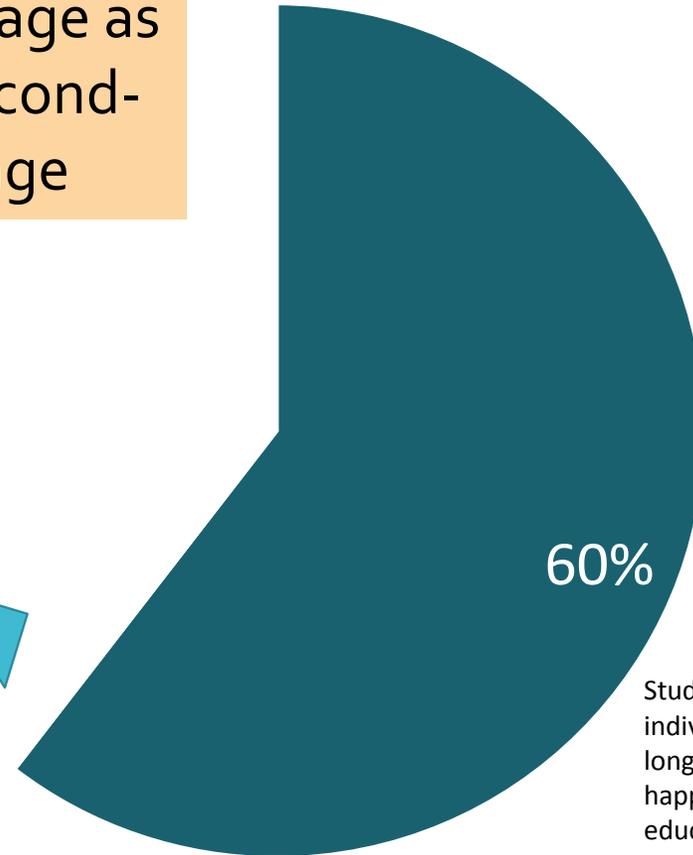
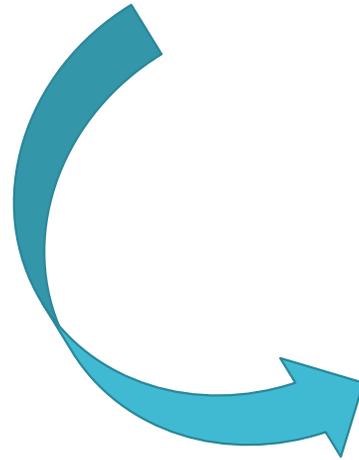
- We tested 10 messages using Prime Group's M3 methodology.
- M3 testing is a forced-choice methodology requiring respondents to choose among messages displayed four per screen.
- Respondents are asked to choose the strongest and the weakest message on each screen. Each message is repeated multiple times but always with a different set of "competing" messages.
- With this sample size (n=299) this methodology produces more than 12,000 unique data points, resulting in much greater precision and differentiation than traditional rating exercises which rely on each message being rated independently.
- As an analogy, think of individual messages as items on a restaurant menu. Similar menu items such as two types of steak attract the same type of customer. Adding different types of menu items, such as seafood or vegetarian selections, broaden the overall appeal of the menu by "reaching" different customer types.

# M3 Persuasion Scores (Detailed)

	Nationwide	Georgia
Studies show that better educated individuals tend to earn more, live longer and healthier lives, and be happier. Supporting our public education system is one of the best investments we can make for the well-being of future generations.	19.2	<b>19.6</b>
Our public schools don't just teach our children academics. They also instill values that help guide them through the rest of their lives and make them productive members of society.	13.1	<b>12.6</b>
A free, public education available to all children is a uniquely American value: it's not just about educating individuals, but learning about our history and values, and creating community.	11.8	<b>11.1</b>
The U.S. is a diverse society and public schools provide an opportunity for people of all economic, racial, and ethnic backgrounds to learn to live and work together.	9.9	<b>10.0</b>
Participating productively in a democratic society requires understanding our political process and being able to evaluate issues -- tools for citizenship that should be taught in our public schools.	8.8	<b>9.1</b>
In addition to educating students, our public schools are often a source of shelter, nutrition, healthcare, and daycare and often serve as community centers.	7.7	<b>7.7</b>
Low-skilled jobs are being moved overseas or replaced by technology, so a strong public education system is necessary to prepare the next generation for the jobs of the future.	7.7	<b>8.1</b>
Advocating for strong public schools not only helps our children's future, it provides our communities an opportunity to come together.	7.4	<b>7.3</b>
Without strong support, public education will collapse as more parents choose other options such as private schools and home schooling, leaving us even more divided than we already are.	7.3	<b>7.4</b>
Most of tomorrow's leaders in business, government, and science will come from our public school system.	7.1	<b>7.1</b>

# M3 Reach Analysis

**60% of respondents** identified this message as the strongest or second-strongest message



Studies show that better educated individuals tend to earn more, live longer and healthier lives, and be happier. Supporting our public education system is one of the best investments we can make for the well-being of future generations. **(#1 message by persuasion score)**

# The optimal four message package reaches 90% of respondents

## M3 Reach Analysis (Georgia)

In addition to educating students, our public schools are often a source of shelter, nutrition, healthcare, and daycare and often serve as community centers.

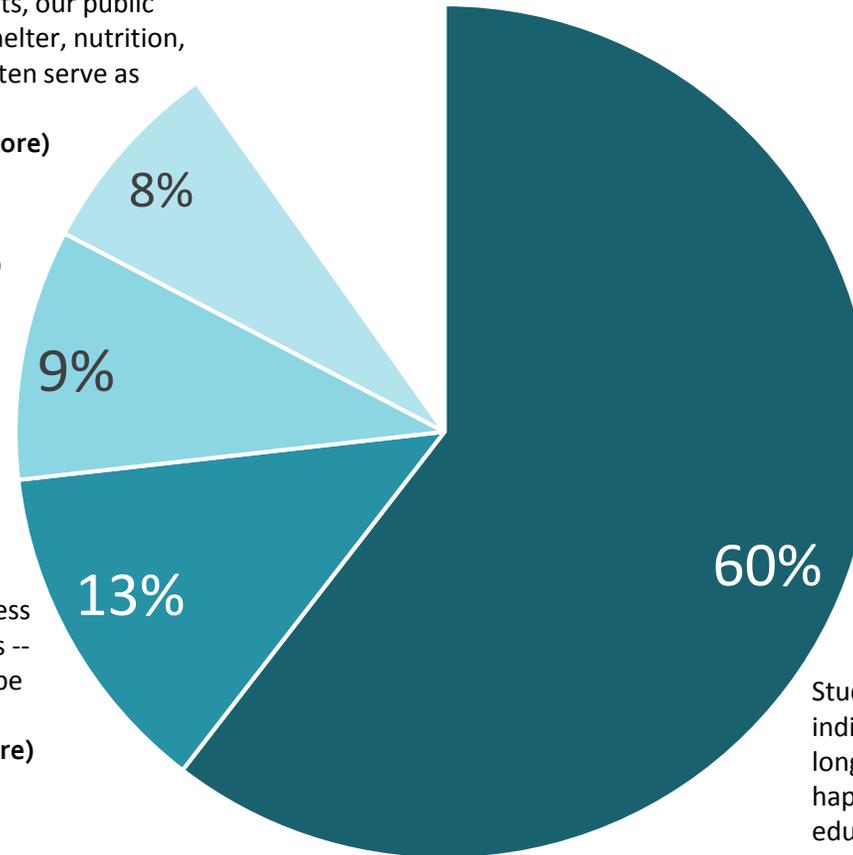
(#7 message by persuasion score)

A free, public education available to all children is a uniquely American value: it's not just about educating individuals, but learning about our history and values, and creating community.

(#3 message by persuasion score)

Participating productively in a democratic society requires understanding our political process and being able to evaluate issues -- tools for citizenship that should be taught in our public schools.

(#5 message by persuasion score)



Studies show that better educated individuals tend to earn more, live longer and healthier lives, and be happier. Supporting our public education system is one of the best investments we can make for the well-being of future generations.

(#1 message by persuasion score)

## The optimal four message package reaches 92% of respondents

# M3 Reach Analysis (National)

Adding the third-strongest message by persuasion score, second-strongest, and fourth-strongest produces a message platform that reaches 92% of the audience.

The U.S. is a diverse society and public schools provide an opportunity for people of all economic, racial, and ethnic backgrounds to learn to live and work together.

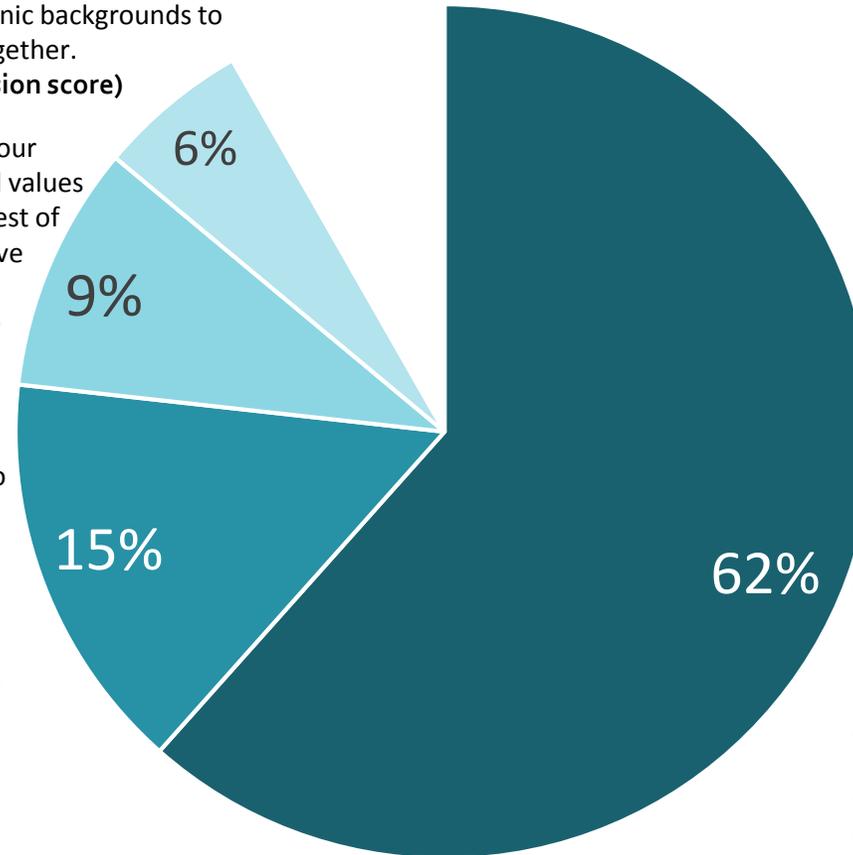
**(#4 message by persuasion score)**

Our public schools don't just teach our children academics. They also instill values that help guide them through the rest of their lives and make them productive members of society.

**(#2 message by persuasion score)**

A free, public education available to all children is a uniquely American value: it's not just about educating individuals, but learning about our history and values, and creating community.

**(#3 message by persuasion score)**



Studies show that better educated individuals tend to earn more, live longer and healthier lives, and be happier. Supporting our public education system is one of the best investments we can make for the well-being of future generations.

**(#1 message by persuasion score)**

# Thank You.

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